

**THE ROAD AHEAD:
THE FIRST GREEN LONG MARCH**



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The 2008 “Green” Olympics in Beijing brought China’s environmental challenges center stage. Seizing their chance to be heard, college students from across the nation mobilized to plant the seeds for a sustainable future. Told from the students’ perspective, *The Road Ahead: The First Green Long March* is the hopeful story of a few small sparks igniting a movement.

EXHIBITION AND CREDITS

Exhibition Formats: DigiBeta, HDCAM (PAL, NTSC)
TRT: 52 minutes
Sound Format: Stereo
Production Format: HD and SD formats
World Premiere: Hamptons International Film Festival 2008
Website: www.the-road-ahead.com

Production Company: Cinereach Ltd
Director: Ryan Wong
Producers: Michael Raisler, MacKenzie Fegan
Executive Producer: Philipp Engelhorn
Editor: Sen-I Yu
Camera: Liu Yi, Ryan Wong
Original Music: Thomas DeRenzo





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AN INSPIRING JOURNEY

In the year leading up to the 2008 Olympics in Beijing, Beijing Forestry University and international NGO Future Generations teamed up to organize the first Green Long March for Chinese students. The goal: empowering young people to become advocates for the environment.

2,000 college students from across the nation mobilized to answer this call to action. Forming ten survey teams, they traveled by train, car and foot, to see China's environmental challenges up close and spread their passion for conservation.

Notebooks in hand, the teams made their respective treks, from the great deserts of the northwest to the grasslands of Inner Mongolia. In *The Road Ahead: The First Green Long March*, Director Ryan Wong hones in on a few compelling students and captures the experience through their eyes.

To meditative and moving effect, the film immerses audiences in the vast and diverse landscapes the students visit. We witness their growing wonder as they encounter the natural world as they never have before. We also share their devastation as they talk to locals and start to understand the human impact of environmental destruction.

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ADDITIONAL BACKGROUND

In the spring of 2007, the international NGO Future Generations sought out Cinereach to capture the launch of their environmental campaign for Chinese students, the Green Long March. The intent was to create a film that corresponds with the growing media interest in China and the environment. It would provide insight into the lives of Chinese youth committed to studying and raising awareness about the vast issues facing China's environment.

With the aim of telling the story of the 2007 Green Long March through the students' point of view, Cinereach conducted an intensive filmmaking workshop for ten students, one from each survey route, and provided each with a camera to supplement the work of the professional crew Cinereach would send to China.

As the production's start date approached, Cinereach began to encounter difficulties with the Chinese government. The communist party officials involved in sanctioning the march became anxious about the presence of a foreign camera crew, and Cinereach was forced to scale back on production personnel and maintain a low profile. Footage from the student cameras was intercepted "for review" by Communist Youth Party leaders while en route to Cinereach NY Offices. Only a small portion of the footage was ever returned and Cinereach was unable to incorporate the students' footage as planned.

Difficulties notwithstanding, director Ryan Wong and our small team were able to travel the majority of the routes. Cinereach has worked for the past year to build a narrative from the resulting footage. The finished film presents a side of China often unseen - that of inspired youth working for change.





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KEY TEAM BIOS

Cinereach LTD - Production Company

Cinereach is a unique New York foundation that both produces and makes grants to socially relevant films. Dedicated to supporting the creation of films that offer insight into under-exposed issues and feature unheard voices, it also funds media programs (like the Human Rights Watch Film Festival and Rooftop Films) that further this goal. Cinereach's annual Reach Film Fellowship program selects four student filmmakers, awarding each a grant to produce a socially conscious short under the mentorship of industry veterans like Albert Maysles and Rachel Grady. Philipp Engelhorn, Founder of Cinereach, is the Executive Producer of *The Road Ahead*, and Mike Raisler, Creative Director, is one of the film's producers.

Ryan Wong - Director

Born in Hong Kong, Ryan Wong is a photographer, cinematographer, and director working in the US and China. His films have screened worldwide at the Hong Kong International Film Festival, the Slamdance Film Festival, the Louis Vuitton Hawaii International Film Festival and beyond. *The Road Ahead: The First Green Long March* is Ryan's feature documentary debut. Ryan is a graduate of NYU's Tisch School of the Arts and is currently working with Jet Li's One Foundation.

Sen-I Yu - Editor

Sen-I Yu has been working on documentaries in New York's film/television industry for six years. She has edited seven feature documentaries, working with award-winning filmmakers such as Christine Choy, Joanne Cheng, Emily Abt, Jennifer Brooke and Beatrice Alda. Her credits also include a recent History Channel documentary.

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MORE ON CINEREACH

Cinereach was created in 2006 by a group of young filmmakers, philanthropists and entrepreneurs with the goal of championing socially relevant films. Cinereach aims to support and produce films that challenge, excite, and innovate - films that offer new perspectives and inspire action.

Cinereach is a unique “funnel” of an organization, whereby filmmakers that come into contact with it may be offered a grant, a production deal, or other collaborations.

In the two years since its founding, Cinereach has provided \$2 million in grants to support filmmakers and organizations across the globe: young refugees in Kenya documenting their lives through video (FilmAid International); a website that will revolutionize video advocacy for human rights activists (Witness' The Hub); and groundbreaking films addressing such topics as the rehabilitation of child soldiers in Uganda (*Children of War*), the global intersection of Islam and homosexuality (*A Jihad for Love*), and the investigation of the conflict in Kashmir (*Project Kashmir*). Cinereach grants have enabled established filmmakers to develop new and exciting international projects (Belladonna Productions' *Neither the Veil, Nor the Four Walls*) and given young, emerging filmmakers a means to realize their cinematic visions (Kham Film Project's *A Nomad's Life*).

Cinereach also mentors young filmmakers through The Reach Film Fellowship. RFF spotlights undergraduate filmmakers producing socially relevant work. Filmmaking luminaries such as Albert Maysles, Sandi DuBowski and Rachel Grady assist the Fellows through the production process and the program culminates in a premiere screening event that attracts indie film heavy-hitters and press.

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Reach Film Fellowship 2007 Fellows with Mira Nair



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DISTRIBUTION AND AUDIENCE

The Road Ahead: The First Green Long March is a timely film on a much-discussed topic. The 2008 Olympics have ended but curiosity and coverage regarding China's environmental future have just begun.

Following the festival exposure it receives this year, Cinereach sees the film as an ideal candidate for a diversified approach to distribution. International and domestic broadcast audiences are a target and we are open to the possibility of partnering with the right producer's rep or distributor for all territories.

Because of its overlapping niche audiences, the film is also a good candidate for distribution on DVD and or online download.

Building cause-marketing partnerships with environmental NGOs and co-sponsoring screenings with relevant interest groups will facilitate word-of-mouth publicity about the film's availability.

We anticipate a long tail life for it as a result and expect colleges in the US and internationally to take an interest in the film as an important addition to their libraries.

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PRODUCTIONS

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